

# **SNS COLLEGE OF ENGINEERING**

Kurumbapalayam (Po), Coimbatore – 641 107 An Autonomous Institution Accredited by NBA – AICTE and Accredited by NAAC – UGC with 'A' Grade Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai



## **DEPARTMENT OF MANAGEMENT STUDIES**

**COURSE NAME : 19BA101- MANAGEMENT AND ORGANISATIONAL BEHAVIOUR** 

I YEAR /I SEMESTER

## **UNIT 3- INDIVIDUAL BEHAVIOR**

**Topic 3.3(a): Types of Learners and Learning Process** 



### **TYPES OF LEARNERS**

Visual Learners

- Prefer to read information in a textbook or on the whiteboard rather than listen to the teacher lecture
- Uses visualization techniques to remember.
- Visualize maps and directions in their mind
- They also enjoy doodling and drawing
- Typically use sight words in their everyday terminology
- They remember details including colors and spatial arrangements

#### **TYPES OF LEARNERS**



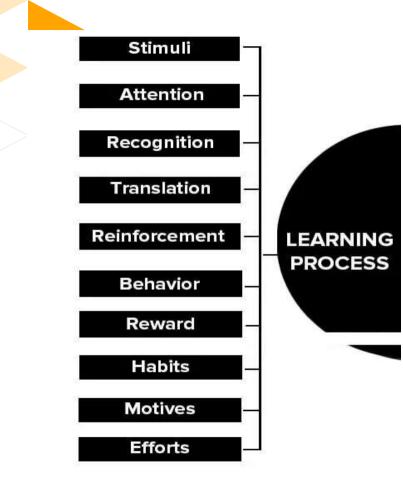
### Auditory Learners

◀

- Learn best by listening and talking around
- They are good at remembering things they hear
- They are good with words and language
- They are often distracted by noise and sounds
- Provide students with oral along with written instructions for assignments
- Allow time for students to read out loud or talk through problems
- Kinesthetic Learners
  - Kinesthetic learners typically learn best by doing
  - Simulations and role plays, and other methods that physically involve them in the learning process
  - They are naturally good at physical activities like sports and dance
  - They might pace while on the phone or take breaks from studying to get up and move around
  - Some kinesthetic learners seem fidgety, having a hard time sitting still in class

3/7





10.2.23



#### **LEARNING PROCESS**



- **Stimuli**: Stimuli are any objects or language which draw the attention of people
- Attention: The degree of stimuli depends on the nature of the stimuli. All stimuli are not paid attention. Interesting stimuli are highly attended
- **Recognition**: After paying attention recognize whether the stimuli are worthwhile
- **Translation**: Recognized stimuli are evaluated to eliminate the irrelevant points for accepting a part of stimuli
- **Reinforcement**: Increase the strength of response
- **Behaviour**: Learning changes behaviour through reinforcement



LEARNING PROCESS

- **Reward**: If the translated behaviour provides reward, accepted otherwise not accepted
- **Habits** : A permanent change in behaviour leads to habit
- Motives: Employees getting more satisfaction through learning develop high motives. Less satisfied learners are low motives
- Efforts: Habit helps to achieve good efforts and performance





# THANK YOU



Learning/19BA101-MOB/Dr.R.Anitha/MBA/SNSCE